

Glover Park

November 2019

Gazette

The Monthly Newsletter of the Glover Park Citizens' Association

Now the Real Work Begins!

Glover Park Wins Main Streets Grant

Jackie Blumenthal, Board Chair, Glover Park Alliance

On October 1, the DC Department of Small and Local Business Development awarded Glover Park a \$160,000 renewable grant to strengthen our struggling commercial area. A big thank-you to all those who helped the Glover Park Alliance demonstrate with donations, pledges, and support letters that Glover Parkers are enthusiastic about becoming a DC Main Street.

The Program & Next Steps

Main Streets is a national program that encourages a four-pronged approach—organization, economic vitality, design and promotion—to help stabilize and grow urban neighborhood centers. In DC, there are more than 20 Main Streets already at work benefitting their communities. A key aspect of Main Streets is that they are all public-private partnerships.

Ward 3 Councilmember Mary Cheh helped ensure that the public funds would be available if our application was approved. The Alliance proved that private support would flow by raising \$21,000 in donations and pledges from business interests, as well as \$1,725 from residents and \$2,500 from the ANC's grant program.

We have committed to raise at least another \$15,000 this year to supplement the grant award. We hope you will help us kick off the first year of Glover Park Main Street (GPMS) by making a tax-deductible donation today (see box).

An Executive Director will be a key figure in the work of the GPMS and the Alliance will shortly begin interviewing applicants for that position as well as gathering nominations for the Board of Directors. The Board will represent all stakeholders: business owners, building owners, and residents. Our volunteer

Glover Park Alliance Board will transition to an elected one by early next year, but already Rockland's owner John Snedden has agreed to serve on the GPMS Board.

Get Involved!

Neighbors can support the program in multiple ways. The Main Streets model specifies the organization of volunteer committees to help carry out GPMS's workplan. After the Executive Director is on board, the GPMS will be looking for residents to participate on four committees—Economic Vitality, Design, Promotion, and Organization. Once the GPMS website is up and running (possibly by the time you read this), you can learn more and sign up to work on one of these action committees.

GPMS will build on Glover Park's existing assets as a unique and appealing destination by working to make our commercial strip livelier and more attractive and improve access and parking options. Every activity will be geared toward promoting our businesses and bringing more patrons to the area. For the first year, our action goals are to:

- Start GPMS on solid footing with a strong Executive Director; create an active Board representing all stakeholders; and develop a volunteer support network that includes a broad range of capabilities.
- Strengthen organizational capacity through training, pro bono resources, student-intern programs, and other avenues of support. Upgrade the website and social media exposure to market the area and promote GPMS.
- Demonstrate how a Main Street works for businesses through sub-grants for facade upgrades, infrastructure improvements, blight removal, and other identified needs.

- Implement high-profile projects to improve Glover Park's attractiveness: develop public events to bring more patrons to neighborhood businesses and increase access to Glover Park by car, bus, bike, and foot.

The more support GPMS draws from the community, the more events, activities and improvements that can occur. We urge you to please watch the GPMS website (www.gloverparkmainstreet.com) for information and updates on how you can help strengthen and re-energize Glover Park.

Support Glover Park Main Street

Businesses, property owners, and residents are all chipping in to build the extra resources necessary to supplement the Main Street grant. Together we can enliven our commercial area, support the businesses we have, and attract new storefronts and more patrons.

Please help by making a generous tax-deductible contribution today. We are working on developing the GPMS website with online donation capability.

Until that happens you can mail your donation to: Glover Park Main Street, 2201 Wisconsin Avenue NW #200, Washington, DC 20007.

Thank You!